

<i>SERFF Tracking Number:</i>	<i>PHYS-128331775</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Mutual Insurance Company</i>	<i>State Tracking Number:</i>	
<i>Company Tracking Number:</i>	<i>PMA3708</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.003 Other</i>
<i>Product Name:</i>	<i>LTC</i>		
<i>Project Name/Number:</i>	<i>PMA3708/PMA3708</i>		

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: LTC	SERFF Tr Num: PHYS-128331775	State: Arkansas
TOI: LTC03I Individual Long Term Care	SERFF Status: Closed-Filed	State Tr Num:
Sub-TOI: LTC03I.003 Other	Co Tr Num: PMA3708	State Status: Filed-Closed
Filing Type: Advertisement		Reviewer(s): Donna Lambert
	Authors: Sonya Dickey, Sara Magee-Garcia	Disposition Date: 05/10/2012
	Date Submitted: 05/07/2012	Disposition Status: Filed
Implementation Date Requested:		Implementation Date:

State Filing Description:

General Information

Project Name: PMA3708	Status of Filing in Domicile: Pending
Project Number: PMA3708	Date Approved in Domicile:
Requested Filing Mode: Review & Approval	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Individual Market Type:
Overall Rate Impact:	Filing Status Changed: 05/10/2012
	State Status Changed: 05/10/2012
Deemer Date:	Created By: Sonya Dickey
Submitted By: Sonya Dickey	Corresponding Filing Tracking Number:
Filing Description:	
RE:Long Term Care Advertisement	
Invitation to Inquire: PMA3708	

Attached are copies of the above referenced material for your review. This material will be used to create an interest in the following Long Term Care Policies:

Policies Approval Dates

P145AR 8-11-04

P146AR 8-11-04

P147AR 8-11-04

P148AR 8-11-04

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 Company Tracking Number: PMA3708
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 Product Name: LTC
 Project Name/Number: PMA3708/PMA3708

If you have any questions concerning the material, please contact me at 1-800-228-9100, option 1, option 6, extension 1663. You can also contact me via email at Sonya.Dickey@physiciansmutual.com. Your assistance in getting the material approved for use is greatly appreciated.

State Narrative:

Company and Contact

Filing Contact Information

Sonya Dickey, sonya.dickey@physiciansmutual.com
 2600 Dodge Street 402-633-1663 [Phone]
 Omaha, NE 68131 402-633-1096 [FAX]

Filing Company Information

Physicians Mutual Insurance Company CoCode: 80578 State of Domicile: Nebraska
 2600 Dodge Street Group Code: 367 Company Type:
 Omaha, NE 68131 Group Name: State ID Number:
 (402) 633-1188 ext. [Phone] FEIN Number: 47-0270450

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$50.00	05/07/2012	58966362

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Donna Lambert	05/10/2012	05/10/2012

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Disposition

Disposition Date: 05/10/2012

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	PMA3708	Filed	Yes

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Form Schedule

Lead Form Number: PMA3708

Schedule Item	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Status						
Filed	PMA3708	Advertising PMA3708	Initial			PMA3708.pdf
05/10/2012						

Show Your Family You Love Them

Help your loved ones when they need it most

If you need long-term care, who will take care of you? Chances are, it's your family ... but how will caring for you affect their finances and emotional well-being?

Caregiving is an act of love, but it can also be stressful and time consuming ... and expensive, especially with many of the costs not being paid by traditional insurance.

Your family will want to take care of you ... but they shouldn't have to do it by themselves. That's why it is important to plan ahead.

Help protect your family when they need it most — when you need long-term care. Physicians Mutual Insurance Company provides you with plan options, so you can ease their concerns about caring for you in the future.

Make the right choices today for tomorrow's needs

Contact me for more information:

agent
photo

[Name Name]
[Insurance Agent/Producer]
[(999) 999-9999]
[name@email.com]

When you respond, an insurance agent/producer will contact you with more information regarding this solicitation of insurance, including costs and limitations. Policy Form Numbers: P145, P146, P147, P148 (in LA: P145LA, P146LA, P147LA, P148LA; in NC: P145BB, P146BB, P147BB, P148BB; in OK: P145OK, P146OK, P147OK, P148OK; in WI: P145DD, P146DD, P147DD, P148DD).

PMA3708



You've taken care of your family
their whole life ...

Plan now for when it's their turn
to take care of you.

Help protect your family today with long-term care insurance!

I'll help you learn how you can keep your
independence and avoid becoming a burden
on the people you love most.

Physicians Mutual Insurance Company®



Physicians
Mutual®

Insurance for all of us.®